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## **UCC InterTrade Ireland Innovation Master Class Series: Design Thinking**

# **Part 2 Applying Design Thinking**

**Paidi O'Reilly**


**Thursday, 30 June 2016, 9:00 AM - 2:30 PM**

**College Road, Cork, Co. Cork, Ireland**

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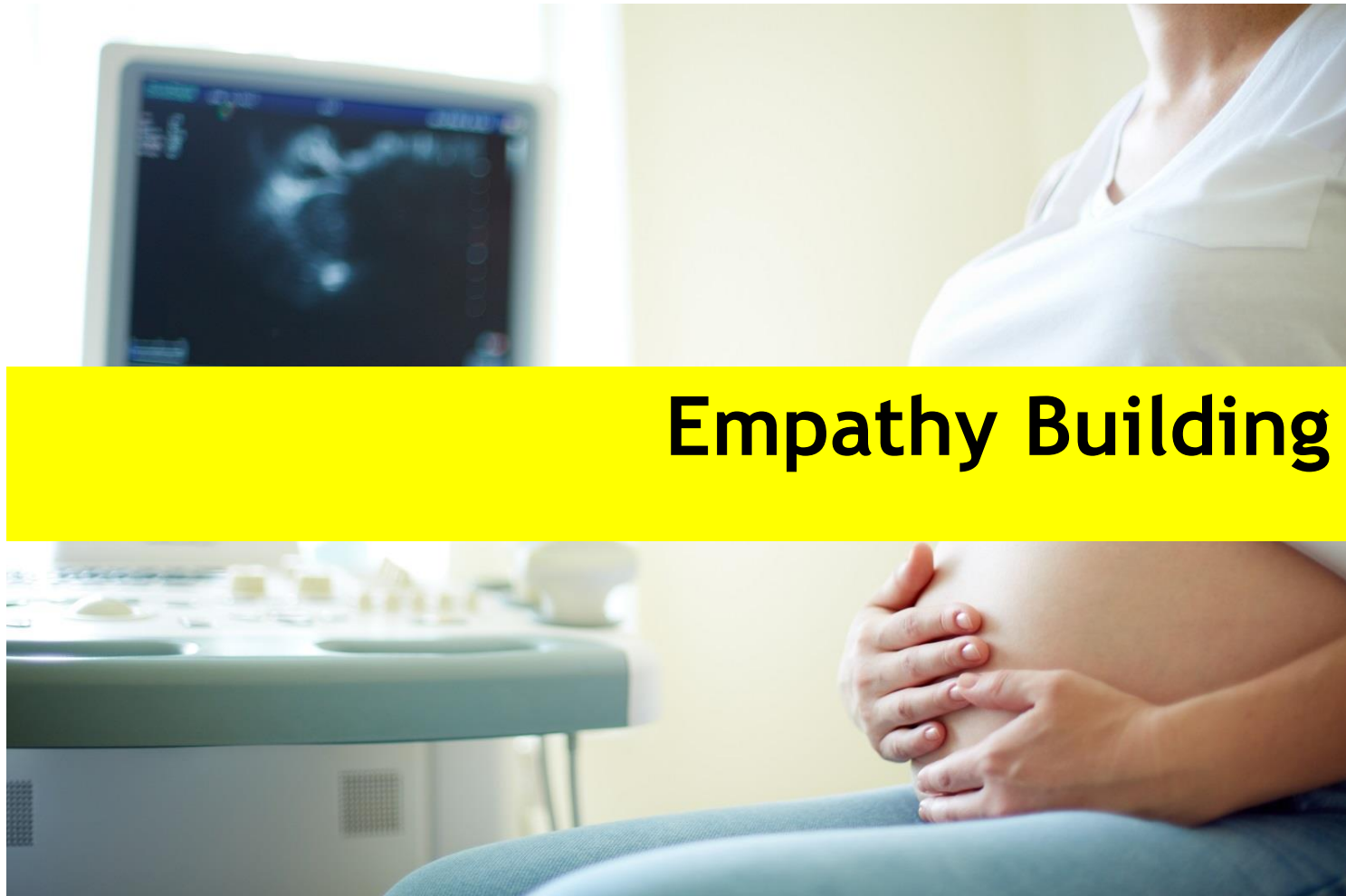
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# Empathy Building

# We lack experience so ...

em·pa·thy

noun \ 'em-pə-thē \

the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner

*“In the absence of direct experience, vicarious identification becomes our substitute”*



# Don't assume we can all do it ...



Source: <http://foodandspiritprofessional.com/wp-content/uploads/2014/12/crying-eyes.jpg>

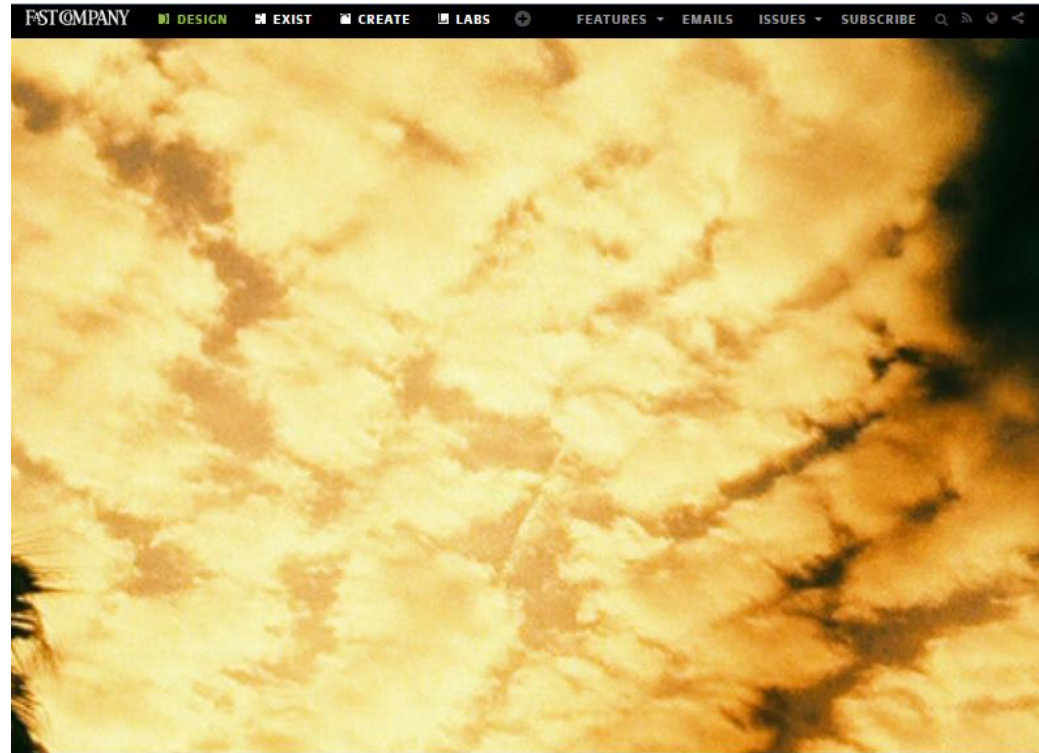
*“Having some degree of compassion for others isn’t difficult for most people. However, **some of the qualities and behaviors that can make a person successful in business can stand in the way of achieving empathy.** People who cannot temporarily let go of their role or status or set aside their own expertise or opinion will fail to empathize with others who have conflicting thoughts, experiences, or mental models ... **Empathic design also may be hindered by an unsympathetic culture within the larger organization.** Management may lose touch with what customers and users are experiencing as its attention gets”.*

Source: [http://www.ideo.com/images/uploads/news/pdfs/Empathy\\_on\\_the\\_Edge.pdf](http://www.ideo.com/images/uploads/news/pdfs/Empathy_on_the_Edge.pdf)

# Sensing Through Different Eyes

*“Good user research is not a questionnaire that asks customers what they want ... It's a tool for developing empathy ... the end result ... an internal understanding of what that user is like: The challenges she faces each day, the things that excite and concern her, and her motivations and values”.*

*“Empathy building demands that you live the life of your users and hear what they are saying, even if their interests and values are different from yours”.*



## Innovation Always Starts With Empathy; Look at Zipcar and Even Apple

Why empathy is a creative company's most powerful tool.

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Source: <http://www.fastcodesign.com/1663453/innovation-always-starts-with-empathy-look-at-zipcar-and-even-apple>

# It's about building empathy



Source: <http://2.imimg.com/data2/RX/XX/MY-4291542/oxygen-mask-250x250.jpg>



Source: <http://www.youtube.com/watch?v=jmpOToLAPi8>



# Empathy Building Example

In an effort to pay tribute to the challenges of pregnancy as well as to their wives and mothers, three men have decided to wear 33-pound **'empathy bellies'** for one month straight ... To spread awareness of their plight, the men are sharing the ups and downs of the experiment with readers on a site titled, appropriately enough, Three Pregnant Dads.



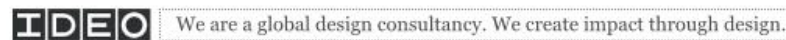
# Empathy Building Examples



Empathy Building

# Empathy Building

- Interviews
- Questionnaires
- Focus groups
- Day-in-the-life analysis
- Think aloud analysis
- Metaphor elicitation
- Be your customer



[Home](#) » [By IDEO](#) » Method Cards

## METHOD CARDS



Source: <http://www.ideo.com/by-ideo/method-cards>

## Non Verbally based

- Game playing
- Cultural probes
- Visual journals
- Fly-on-the-wall observation
- Customer shadowing

## Simulation

- Role playing
- Co-design
- Experience prototype
- Real fictions





# Framing the Opportunity Space

*Exploration Stage*

# Different Types of Problems

A problem occurs when there is tension between what "*is*" and what "*should be*"; between the actual situation and the ideal.

A problem:

- expresses the difference between the hoped for and the actual situation;
- is directly or indirectly related to a desired outcome or standard of behavior

If you want to resolve the (root) problem, treat the cause, not the symptom.



Source:  
<http://www.peoplespharmacy.com/2013/01/07/should-you-fight-fever-when-you-have-flu/>

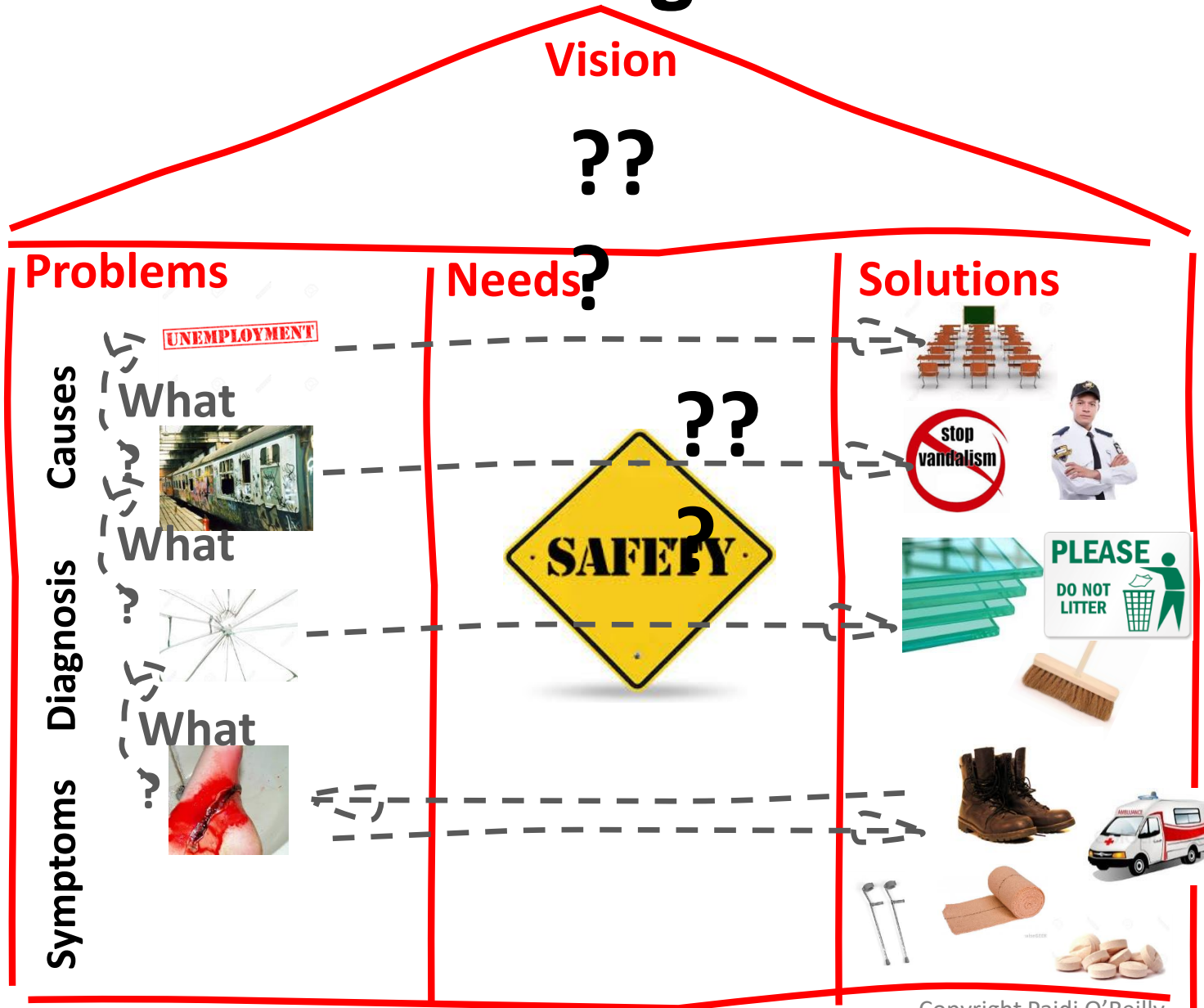
You can easily confuse symptoms with underlying causes



# Reframing the Problem

## Opportunity Canvas

## Problem Finding





# Exploring for Opportunities

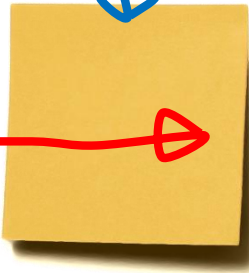
*Exploration Stage*

# The Job Grid

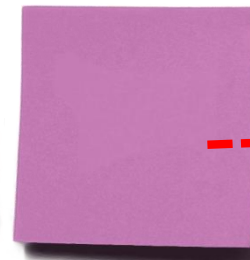
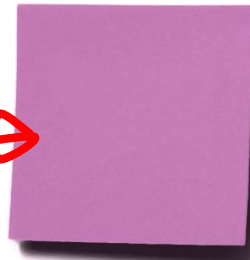
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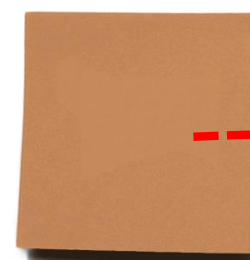
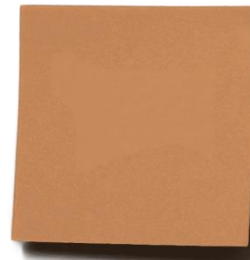
FOR:



JOB:



OUTCOMES:





# Example - Opportunity Space



# Scoring the Opportunities

For each job:



1. Mark (out of 10) the current importance of that 'how' (as perceived by the beneficiary).
2. Mark (out of 10) the current satisfaction with the 'how' (as perceived by the beneficiary).
3. Score the likely impact of the 'what'.
4. Explain what you have written to your neighbours to make sure that it makes sense.



**Prompt:**  
Use the formula:  
$$\text{importance} + \max(\text{importance} - \text{satisfaction}, 0)$$







# Understanding the Opportunities

*Understanding Stage*

# Which Persona?



# Isolating the personas ...



Who?

These simple and primarily demographic details provide context, put a face to the name, and bring the character to life.

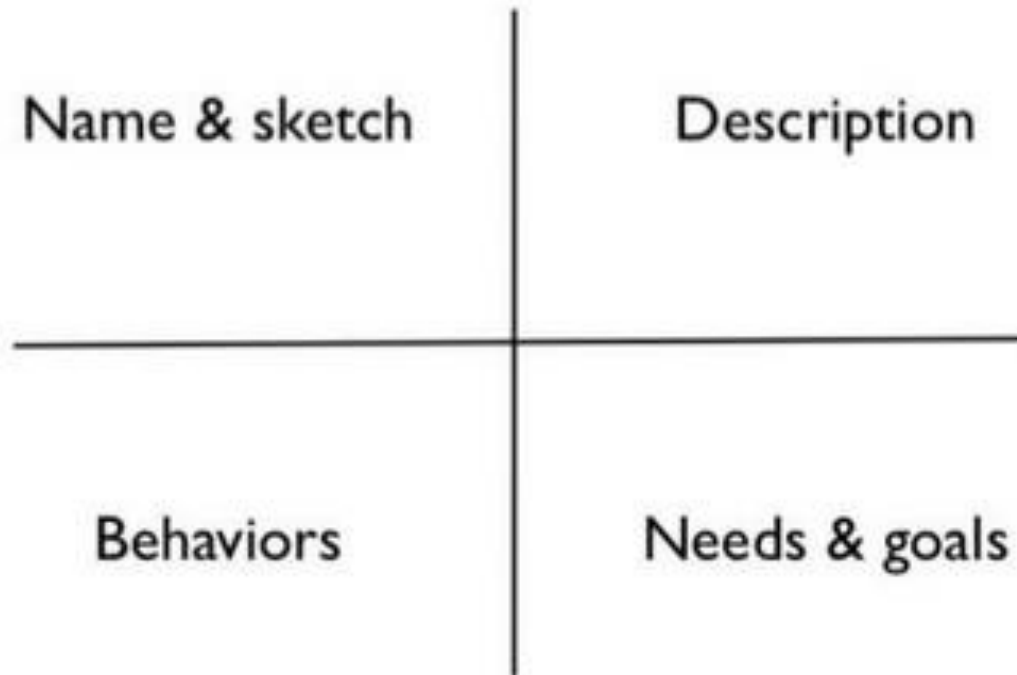
What?

These details truly differentiate one persona from another, and will turn them into 'real persons' in the eyes of your team. They will also inform how your product could fit into the person's life.

Why?

# Persona Profiling Tools

Let's make a persona



# Persona Profiling Tools



**Name:** Breda

**Location:** Cork

**Marital Status:** Married

**Age:** 38

**Occupation:** Vet

**Risk profile:** At high risk of hypertension during pregnancy. She has type II diabetes and it has been 10 years since her last pregnancy.



# Persona Profiling Tools



**Name:** Breda

**Location:** Cork

**Marital Status:** Married

**Age:** 38

**Occupation:** Vet

**Risk profile:** At high risk of hypertension during pregnancy. She has type II diabetes and it has been 10 years since her last pregnancy.

*"At the start I felt great, really great when I discovered I was pregnant. My husband was really excited too. We had had a few false alarms a couple of months previously and that had really got us warmed up for the idea of being pregnant. And we'd actually been disappointed when the tests had come out negative on previous occasions".*



*"I think I was running on adrenalin during the early stages of my pregnancy. I experienced tiredness definitely and my friends told me I was looking tired. And at the same time I was concerned about pregnancy and whether or not I was too old".*

*"A few reality checks brought home that this was real. I started to get worried when my BP started to rise and I was distraught when I was diagnosed with severe gestational hypertension at week 24. I was admitted but fortunately my BP quickly stabilised and my diagnosis changed to white-coat hypertension. I'm taking no chances from here on in".*



Source: <http://funnyshit.com.au/img/not-my-job-redux.jpg>

# Many Thanks

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 <https://ie.linkedin.com/in/paidioreilly>

*Doing things right versus  
doing the right things?*

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